

# PROPOSALS FOR DEVELOPMENT OF SUSTAINABLE RURAL TOURISM IN VILLAGES OF BOLKAR MOUNTAIN, EXAMPLE OF MADENKÖY

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**Abstract:** In 1950, 75% of the total population of the country was living in rural areas, whereas this ratio has declined to 8.2% in 2014 due to migration to urban areas. Particularly in the mountain villages, where health, communication and transportation services have not been sufficiently utilized, the inclination to migrate has been continuing at an escalating rate for individuals in the working age, leading to the collapse of socio-cultural and economical structure. In the mountain villages, there is a need for new sustainable fields of business operable within the four seasons of the year that do not require costly investments and an educated workforce; provide business opportunities to local women; contribute to preservation of the socio-cultural structural, natural and cultural heritage; cause no concretion and land consumption.

In this study, development of proposals is aimed to conduct rural tourism in Ulukışla-Madenköy, a location possessing the qualities to provide an ideal four seasons accommodation and logistic support to any kind of activity made by the domestic and foreign visitors of Bolkar mountains during their arrivals and departures. As a research method "SWOT" and "Resources and Physical Condition" analysis techniques were used. Studies were mostly conducted through site researches. Proposals were developed for development of Madenköy through implementation of sustainable rural tourism in this area.

The results clearly demonstrate that Madenköy possesses the qualities to create a high level demand in four seasons from the viewpoint of the tourists. As a means to sustain the rural tourism activities, "Conservation plan" and "The rural tourism management and development plan," must be prepared and "Sustainable carrying capacity of region" must be continuously monitored.

**Keywords:** Rural Development, Rural Tourism, Sustainable Tourism

## INTRODUCTION

In 1950s 75% of the population were living in rural areas, however, this rate declined to 56,1% in 1980 , to 56,1% in 1980, to 35,1% in 2000 (Turkish Prime Ministry State Planning Organisation [DPT] 2006, p.6) and finally to 8,2% in 2014. As a result of this rapid change in the population distribution, the population within the rural areas has declined from 23.797.653 to only 6,4 million between 2000 and 2014 (Turkish Statistical Institute [TUIK] 2015, p.1). Especially in the mountain villages a strong inclination to leave the rural areas is observed among the individuals within the working age group. The significant influence of the migration on economical and socio-cultural structure of the rural areas results in significant differences among the development levels of regions.

Development of the tourism in a rural or underdeveloped region of a country is also an implication of a decline in the economical imbalance among the developed and underdeveloped regions of that country. Along with the development of tourism within the underdeveloped regions of the country, flow of new resources to this region's economy will be triggered, new fields of business and employment areas will be established and the income provided by the region's economy in all sectors/fields will be increased

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accordingly. Indeed, development and expansion of tourism within the country would enable the elimination of differences among the development levels of the regions (Tosun et al. 2003, p. 142). There is a group of tourists with expectations varying in line with the increasing concern regarding environmental issues, with a desire for eco tourism which also includes rural tourism promising a fine room, fine service and an active journey away from sea-sun-sand-oriented common tourism centers, in intact natural areas and modest facilities. Tourism sector may take an active role in the regional development through reducing the development differences between the regions, since it can be developed in all regions with a potential in this context.

Having occurred as a reaction to the destructive effect of mass tourism with a pursuit for making difference, also embodying the sustainability principle that aims to increase the local population level of welfare and preserve the environment, the Ecotourism is distinguished as a rapidly developing sector in the tourism industry since 1990s. For recognition of the global importance of Eco-tourism, which also embodies the aspects of natural, cultural and rural tourism, 2002 was declared as the ‘‘International Year of Eco-tourism’’ by United Nations (DPT 2013, p. 25).

For solution of the problems concerning the rural areas, the following is stated in the DPT report (2006, §.17, 18): ‘‘The richness and variety of natural and cultural assets constitute an important potential in terms of development of tourism and recreational activities. In this context: the contribution of tourism to the rural areas will be increased through improvement of tourism and recreational activities and relevant services; activation of promotional activities; reorganization of tourism and fund raising in the rural areas as well as establishment of infrastructure and superstructure development models suitable for tourism in areas with a potential; institutionalization of determination and monitoring of economical and environmental impacts of tourism and rendering the tourism a sustainable sector..’’, thus enabling the inclusion of rural tourism activities in the country development programs for resolution of inter-regional imbalances and control of inland-migration. In fact, the demand for diversification of the tourism in accordance with the potentials of the regions is yet to be realised despite being among the goals repeatedly submitted in all development plans as from the planned term after 1960.

In ‘‘Turkey’s Tourism Strategy 2023’’ prepared in year 2007, development of the tourism infrastructure and increasing its quality for development of the nature-oriented tourism branches such as eco-tourism and tableland tourism, preparation of action plans for conducting agro-tourism, adventure tourism, speleological tourism activities in cooperation with public private sectors and non-governmental organizations, are envisaged and promoted (Ministry of Culture and Tourism 2007). Within the frame of Agriculture and Rural Development Support Institution (TKDK) instrument for pre-accession assistance development plan (IPARD), Rural Tourism support programs are conducted annually in coordination with EU. In these programs rural Tourism Activities are defined as ‘‘.. development of guesthouse, ‘‘bed and breakfast’’ accommodation and restaurant services to be established by microentrepreneurs, establishment of farm tourism facilities, their development, the facilities established for touristic recreational activities (sport activities, natural excursion, historical excursions) and their development..’’ Agriculture and Rural Development Support Institution [TKDK] 2014, p.18). Rural tourism is not a widely adopted and institutionalized tourism type in our country. Daily recreational activities have

been carried out in the rural areas near the cities, whereas accomodation-oriented tourism is rarely encountered in these areas. Rural areas, especially the forest and mountain villages have been subject to rapid depopulation due to migration, thus leading to a socio-cultural and economical collapse in these locations.

### **The Aim and Content of the Study**

For solution of social, cultural, economical and environmental impairment problems (*impairment of handicrafts, cultural structure, architectural style, settlement texture, flora and fauna of the location*) and development of these areas, sustainable Rural Tourism is an important candidate to complement the agricultural activities such as vegetative reproduction and stockbreeding conducted in these regions.

In this study, development of proposals is aimed to conduct rural tourism in Ulukışla-Madenköy, a location possessing the qualities to provide an ideal four seasons accomodation and logistic support to any kind of activity made by the domestic and foreign visitors of Bolkar mountains during their arrivals and departures, with its endemic flora and fauna rich location in Toros Mountains, its thousands of years of history, authentic stone houses, mountain and winter sport activities, without conflicting with the natural, socio-cultural structure and historical heritage of the region.

### **Previous studies on the subject**

A research was commenced by me regarding the Potentials for Use of Traditional Architecture for Tourism Purposes in the Mountain Villages of Eastern Mediterranean Region in 1997 and this project was funded by Çukurova University with Project Nr. FBE.97YL.117 (Gurcinar, 1997). Within the frame of this study, a master's thesis named "Utilization of the Traditional Texture in Mountain Villages for Tourism Purposes: Niğde Province, Exemplar Village Madenköy, was carried out by Research Assistant Pelin Ünver, and this thesis was published in 1998 and forwarded to all institutions.

No other study was encountered in the literature on the improvement and development of the tourism potential of Madenköy. However there are general researches covering the Province of Niğde as a whole. In one of these, the mountain and winter sports potential of Bolkar Mountains in Meydan Tableland are introduced by Ülker (1992, p.265). Niğde Provincial Directorate of Culture and Tourism has prepared the "Strategic Plan" for years 2015-2019 regarding the development of the tourism potential of the province, and Ministry of Forestry and Water Affairs, Niğde Branch has prepared "The eco-tourism action plan regarding the diversification of tourism in Niğde 2013-2023". İri (2009) wrote a master's thesis with the subject : "Marketing of Niğde Province in terms of Tourism".

During the researches carried out by me as the interior architect of Winter Sports Center Hotel, construction of which was approved in 2015 in the location of Meydan Tableland at a distance of 5 km from Maden Village, I personally observed that many of the houses that we located in 1997 were about to be demolished, an unplanned settlement was about to spread, no investments and researches were undertaken for tourism purposes, orcharding was not providing a regular income for being dependent on the climate, and that there was no progress in the population and economy of the village. During the researches that I

carried out in the Ski Centers of Austria and Switzerland and the mountain villages within the vicinity, I observed that a nostalgic ambience and a sense of night life were provided for the tourists along with an additional function for the village without impairing its existing agriculture and stockbreeding activities (such as horse riding, mountain sports). By means of various financial aids granted for improvement of superstructures and infrastructures of the villages and converting the houses into guesthouses, restaurants, cafes, etc..., their four-seasons usage as well as the development of the villages were enabled.

## **Research Method**

SWOT Analyses methods were used and ‘‘Resource and Physical Condition’’ analyses were carried out as a means to plan the tourism activities in natural and cultural areas of Madenk y, specification of the strategies regarding their management and implementation, as well as determination of strengths and weaknesses, opportunities, threats and physical conditions. In the first three sections of the study which consists of four sections, the following analyses were conducted:

- Resource Analyses: A literature study was carried out on the history, geographical, socio-cultural and economical structure of Madenk y,
- Physical Condition Analysis: A site study was carried out regarding the infrastructure and superstructure of Madenk y. The obtained results were separately included in the prepared settlement plans in the form of road condition; types, construction and material of the buildings, and the current basic physical condition of the settlement area and architectural texture were determined,
- SWOT Analysis: A face to face survey was conducted especially among 50 people randomly selected in Madenk y which has a population of 183, as well as local authorities. During the preliminary studies regarding the surveys, it was understood that conducting interviews in a conversational manner and receiving answers to the questions during the interviews would yield better results. During these interviews an insight was obtained as to how the village community regarded the tourism sector and tourists, their expectations regarding this sector, whether they were eager to put their houses in use as guesthouses, whether the women were willing to run a guesthouse, how the men considered this issue, which sectors could be proposed for economical development of the village beside tourism, whether the youth of the village would prefer to receive university education in big cities or would like to be trained and work in the professions of tourist guiding, tourism management, etc. Madenk y’s strengths and weaknesses, as well as the opportunities and threats regarding the village were determined through conducting a literature study on the developments regarding the region and its vicinity, as well as additional researches and site studies.
- In the fourth section of conclusion and proposals, proposals for development of Madenk y for sustainable rural tourism purposes, were developed.

## Resource Analysis

Madenköy is a forest village in Central Anatolia Region, at the northern foot of Middle Taurus (Bolkar) mountains (Latitude: 37.45°, Longitude: 34.626°), with an elevation of 1705 meters having a geological structure made of soluble stones such as limestone and dolomite. It had been an important district within the region until the beginning of 20<sup>th</sup> century, to which all the surrounding villages were affiliated, with a greek population of 2500 households. The surrounding tablelands still bear the traces of the Greek Community. These are; Balıklı Church (Balıklıoğlu Church), Antuan Land, Kıbrıslı Land and Ganimet Tableland.

The village's population was 328 in 1985, 294 in 1990, 168 in 2000, 173 in 2010, 171 in 2011 and 183 in 2012 (TUIK-2015) and the number of households has declined to 72. The reason for depopulation of the village and the increase in the population of women with an average rate of %2,9 compared to men, the increasing level of migration in the village to urban areas for economic reasons. Madenköy has witnessed several military and political activities in all periods of its history for being in close vicinity of Çiftehhan Thermal Spa, used for health purposes for thousands of years, located on the exit of Strait of Gülek , one of the most important passages of Silkroad on Taurus mountains connecting Arabian Peninsula with Central Anatolia and Europe, also for having strategically important ore deposits such as gold, silver, lead and zinc. The ongoing archeological excavations indicate that the settled life in the region started 10 thousand years ago and settlement activities continued in Neolithic, Chalcolitic, Ancient Bronze Ages as well as Hittite, Late Hittite, Assyrian, Cilicia, Med, Persian, Hellenistic, Roman, Byzantium, Arabian, Anatolian Seljuk, Ilkhanid, Eretna, Karamans and Ottoman Periods (Provincial Directorate of Culture and Tourism, 2014, p.41, 42).

First the lead deposits, at a distance of 800 m to Madenköy, operated at intervals as from the Bronze age, and afterwards gold, silver and zinc deposits had been put into operation again in 1824 by Greek miners, however due to the exchange of Greek population with Turkish population from Saloniki during Balkan Wars in 1912 and in 1924, the production had stopped. Afterwards the deposits were operated by Germans until 1940s. In 1970 all mining activities were ceased for inefficiency of the mining management. A private company has been extracting dore gold and silver and raw lead and zinc through underground mining since 2009. The company envisages to cease its all mining activities in the region in year 2020 (SRK Consultancy and Engineering Inc.2009).

Continental climate characteristics are dominant within the region. Therefore it is generally dry and hot in summers and cold and snowy in winters. The average high temperature is 15.7 C in Ulukışla which has two closely located meteorological stations, and 20.0 C in Pozantı; whereas the average low temperature is 3.2 C in Ulukışla and 7.8 C in Pozantı. The average precipitation varies between 800-1000 mm in the region. (General Directorate of Meteorology 2015).



**Fig. 1.** General view of Maden Village

The following is stated in 2013 Environmental Condition Report for Niğde Province: “Bolkars have the vastest mountain meadowlands in Mediterranean Region. Due to this aspect, as well as its peculiar geomorphological structure, microclimates occur in deep valleys thus enabling the growth of several number of endemic plants in terms of vegetation. The easiest way of transportation to Bolkars, for the people arriving from Adana or Ankara direction, is provided over Darboğaz and Maden through...E90 Highway. Therefore the location for introduction of many plant and animal species to scientific society has been **Madenköy Village** and the surroundings of Meydan Tableland. As far as known, there are 10 single point endemics available for plants and animals. The number of detected plant taxons is 674, 101 of which are Turkish Endemics. 21 endemic taxons among these are endangered taxons. On the other hand the jade horse herd can be observed on the highlands of the region” (ÇED, Permission and Supervision Branch Dir., Environmental Management Branch Dir. 2013, p.51).

The Taurus Frog “Ranaholtzi” living in Karagöl and Çiniligöl 7 km away from Madenköy, *Dryomys lanigeus* as well as a small nepenthe called “arisipasi” in the region are the endemic species in Turkey. More than the half of 465 bird species in our country as well as the terrestrial ones among almost 160 mammal species have been detected within the provincial boundaries of Niğde (Ministry of Forestry and Water Affairs, 7<sup>th</sup> Regional Dir. Niğde Branch Dir. 2013, p.21,22). The population’s primary source of income has been sheep and goat farming, however along with increasing tree-planting activities orchard agriculture, especially cherry growing has gained an escalating importance. The village has not been sufficiently developed in terms of handcrafts.

Berlin- Bagdad Railway, Çukurova Express passes through Ulukışla / Çiftelhan. Large cities, having a total population of 10 million people, are located in close vicinity of the village which can be reached in 20 minutes after the highway exit of Ulukışla on Adana Ankara İstanbul E90 Highway. The village is at a distance of 136 km from Adana, which has an international airport, 144 km from Mersin, 204 km from Kayseri, which also has an international airport, 155 km from Nevşehir and 223 km from Konya. (Akarnakliyat, 2015) Due to transit transportation over E90 highway, arrival to Madenköy is comparatively easy among other locations, also secure and comfortable in four seasons.

## PHYSICAL CONDITION ANALYSIS

### Road and Infrastructure Conditions

The asphalt road coming from Alihoca direction and E90 highway and heading to Meydan Tableland and Darboğaz direction, passes through the south and partially inside of Madenköy. (See Fig. 2). The roads within the village are mainly used as pedestrian roads, since they comprise of compressed earth and partially highroads, also due to high inclination of the land. During the researches that we carried out in 1997, the tap and domestic water were supplied from four fountains in the village and there was no sewage. In the present, the sewage and domestic water networks have been operational.

### Structural Materials and Construction

88% of all structures are made of stone (See Fig.4). Face stone is used on the corners of the interior and exterior walls, bonded with a mortar of brick ballast and lime, and rubble stone is used at the center, and wooden girders are located at intervals of 75-100 meters surrounding the whole circumference of the building. Wooden girders are located on the door and window openings. Roofs are of terrace type made of wood at close intervals with slight inclination, coated with an insulating layer comprising of wood and pine peels, and filled with earth. After shoveling of the snow in the winters and after rainfalls in rainy seasons, the roof needs to be compressed using the tools named ‘rolls’. Floorings of the basements, used as stable and depot, are made of compressed earth.

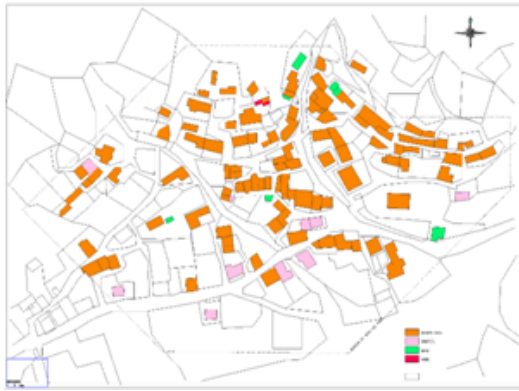


**Fig. 2.** Vehicle and Pedestrian Roads

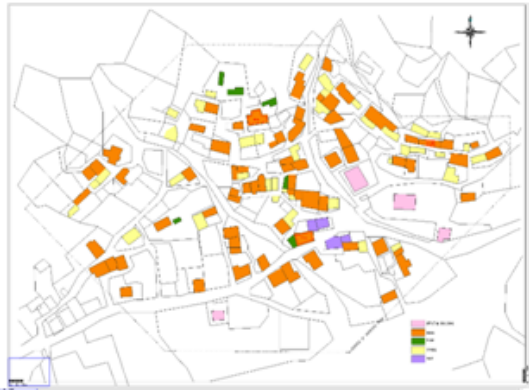


**Fig. 3.** Building Types and Number of Storeys

(P. Ünver 1998, Revision: Y. Gürçınar 2015) (P. Ünver 1998, Revision: Y. Gürçınar 2015)



**Fig. 4. Structural Materials**



**Fig. 5. Type of building use**

(P.Ünver 1998, Revision: Y Gürçınar 2015) (P.Ünver 1998, Revision: Y Gürçınar 2015)

It is covered with flagstone in some of the houses. They are slightly inclined towards manhole for quick drainage of the liquids forming inside. In the basements, used as living space, 50 cm high girders are mounted along the interior walls, the girders are interconnected with beams supported by wooden poles nailed into the ground, and the beams are covered with wood. The mezzanine floorings consist of wooden beams built in with wooden girders embedded in the flooring. Wooden beams are made of raw circular trees in some houses and of sawn trees in others. All upper sections of the floorings are covered with wood and some of the lower sections are covered in accordance with the use of lower space. All doors, windows, in-built cupboards and furnitures are made of wood. In most of the two-storey houses, completely wooden bay windows with average corbel height of 1 to 1,5 meters are made over the main entrance door of the house. The bay windows having large corbels are reinforced with wooden supports named “eli böğründe”. Windows are located on all walls of the bays, constituting the most beautiful living corner of the house with divans on its interiors along its interior walls. In two houses, balconies are built instead of bays with the same construction technique.

Most of the houses have been damaged due to neglect, most of them have been demolished and a major part of them are about to be demolished. The ones repaired without complying to the original construction method have lost their authentic appearances no matter how clean and tidy they appear from a distance, and various constructive problems have occurred especially due to concrete and cement based interventions. In the newly designed houses designed to meet modern constructional requirements, complying to the original architectural identity is not pursued at all.

### **Building Types and Number of Storeys**

In Madenköy 86 of 124 structures are single-storey and 38 are two-storey buildings. Upper storeys of the two-storey buildings are used as living spaces, lower storeys were used as barn and depot in the past and they are being used as merely depot in the present. Single-storey houses generally consist of two adjacent units one of which is used as barn and depot and the other is used as the living space (See Fig. 3).



## **Building Usage**

The village has been located on a significantly high land with an extremely beautiful sightseeing in its south facing a stream and a valley. Part of the houses have been located on the slope in the form of stairs thus protection from the winds from the north in winters, as well as maximal yielding of sunrays in winters on southern façade, and of the winds, magnificent sightseeing and sun in the summers, is enabled. The number of the buildings, which was detected to be 130 in 1997 has declined to 124 in the present. 72 of these buildings are residence, 4 public buildings, 4 commercial buildings and 44 of them are depot and barn. There is no change in the location and number of the spaces such as the school, mosque, coffeeshouse and grocery. (SeeFig.5).

## **SWOT ANALYSIS**

During the survey study conducted on the SWOT Analysis made in Madenköy, establishment of educational, tourism and small scale fruit processing (jam, compost, concentrated fruit juice, etc...) and cold storage facilities were determined to be the primary sectors to be developed. The results obtained as a result of the literature study and the site investigations are limited and given under the titles of strengths, weaknesses, opportunities and threats.

### **Results of the Survey Studies**

The village population has a quite positive opinion on the subject of tourism sector and they accept the tourists, their behaviours, their lifestyles as they are. They believe the tourism has the capability to develop their village in economical aspect. They have a positive opinion on guesthouse management provided it does not affect their lifestyle. They do not object the women's undertaking guesthouse management. They desire to manage small establishments in the form of partnerships, to store the products they cannot sell in these entrepreneurship, and to produce food products approved by the ministry of health. Most of the teenagers prefer to migrate to inland and abroad cities for job opportunities and to receive university education if available.

### **Strengths**

- Its geography enabling the diversification of tourism, its natural resources and climate, the living atmosphere of the region, its ecosystem diversity and richness, dense endemic plant diversity within the region, the natural character of forest lands and availability of wild life.
- The opportunity to use the historical assets within the region in diversification of ecotourism activities,
- The nature of Darboğaz town and Madenköy suitable to provide logistic support to the tourists making mountain hiking, mountain sports, fauna and bird watching, scouting, camp tourism, photo safari, botanic tourism, various mountain sports, camping, snow surfing and snow trekking etc activities on the Meydan Tableland and nearby Medetsiz Hill, Karagöl and Çinili Göl regions in spring and winter seasons(Skitourenwoche Türkei – Bolkgarbirge, 2015)

- The population's insight as to how to behave the tourists because of the tourists frequently arriving to the region to perform abovementioned sports
- Hospitality of the local community,
- Non-existence of crime rate in the village, provision of a secure environment
- Established and operable domestic water, sewage and electric networks.
- Being at a distance of 136 km and one and a half hour to Adana Airport with highly busy domestic and foreign flights as well as to Çukurova International Airport as Turkey's third largest airport.

### **Weaknesses**

- Deficient number of qualified and foreign language speaking workforce capable to serve in foreign tourist entertainment and accommodation,
- Deficient level of education on tourism services
- Inavailability of restaurants, cafes, bars, entertainment, shopping etc. facilities in the region,
- Inadequacy of village road networks in terms of internal transportation as well as construction methods.
- Inadequate promotion of the region
- Inavailability of the infrastructure capable of providing service to the tourists (accommodation, guiding, dry cleaning, etc...),
- Inability to store and process the fruits which cannot be sold due to various climate reasons and
- The adverse opinion of most of the youth population regarding the economical future of the village, and accordingly, their desire to migrate to the large cities.

### **Opportunities**

- The increase in the demand for eco / rural tourism in domestic and foreign tourism,
- The need for new job opportunities likely to create employment in line with the increase in tourism activities (bakeries, butchers, groceries, farms doing direct sales, vehicle service stations, cabs, post offices, banking services, cafee and restaurants, ATMs),
- Need for trained personnel with qualifications and sufficient background to rent, repair and conduct maintenance of nature and winter sports equipment,
- The opportunity to market organic honey, fruit as well as carpet, handcraft,etc to the thousands of prospective tourists likely to come to the ski facilities being constructed in Meydan Tableland,
- Availability of all kinds of local production facilities capable of meeting tons of monthly food demands of winter sport center hotels located in the region in which organic agriculture and stockfeeding activities are carried out
- Provision of 4 seasons ecotourism opportunity to the millions of tourists arriving to the regions as it is located in the Cappadocia Region,
- Passage of highspeed rail line through Ulukışla,
- Commencement of construction works for construction of a local airport in Niğde Ulukışla Region,

- Its having the complementary qualities for the tourists arriving to five stars resorts and Golf facilities with a total bed capacity of fifteen thousand when considered along with "Tarsus Kazanlı" Sea, Sand, Sun and Golf project, provision of employment opportunities for the personnel working in the facilities in winter seasons and
- Provision of simultaneous utilization of mountain, nature sports and spa-health tourism when considered with 'Çiftelhankaplıcaları' Health Tourism Project.

### **Threats**

- Exceeding the ecological carrying capacity of the region
- The likeliness of the tourists with low levels of awareness to harm flora and fauna,
- Impairment of wildlife through poaching,
- Behaviors of some of the tourists pushing the psychological bearing limits of local community,
- An inclination towards illegal housing among some individuals, becoming aware of tourist potential and financial opportunities of the region.
- Increasing number of peddlers within the area, construction of tents and huts regarding food and souvenir sales in natural areas and their becoming permanent buildings in time,
- Migration of a population, with insufficient socio-cultural qualities and divergent with the local community, to the region, thus giving rise to Squatting-related and sociocultural problems.
- Non-adaptation of restoration works of newly built structures and existing houses within the village, to the authentic structure of the village, development of an ugly and featureless urban transformation.

### **EVALUATION AND PROPOSALS**

The existing experience of hospitable and warm-blooded Madenköy community regarding tourism related issues, wild beauty of Bolkar Mountains, its volcanic lakes, wild life (wild horses, goats, pigs, migratory birds), endemic plant and animal species, various cultural and archaeological values in its immediate vicinity, complementary characteristic of the economical activities carried out in the region for rural tourism (stockbreeding, beekeeping, orchard, garden agriculture) and the strengths detected through the SWOT analysis are capable of creating a high level of demand from the viewpoint of the tourists.

Realization of a series of measures and several issues detected as opportunities, is required primarily with public support, for solution of the problems defined in the weaknesses and threats of Madenköy These are; consolidation of the management of the area, determination and completion of required infrastructure and superstructure inadequacies before commencement of tourism practices, minimization of the tourist-based harms through informing the tourists regarding the sensitive ecological structure and especially endemic plant and animal species, before their entrance into the area, education of the local community regarding the development of the products likely to be provided for ecotourism as well as the ecotourism values, opening the KOSGEB approved entrepreneurship courses on the subjects of guesthouse management and gastronomy, supporting the entrepreneurs desiring to establish their own business, providing foreign language and

guiding trainings to teenagers, provision of ecological sustainability for use of utilization of the resources, ensuring that the carrying capacity of the region is not exceeded through frequent supervisions, taking serious measures against illegal residence/guesthouse construction and illegal workplace construction, starting with hawking and proceeding as permanent occupation of the area. Promotion of the regional values to the tour operators, foreign journalists and television broadcasters as well as certification of the products related to the Ecotourism areas is possible only through public support.

Provision of minimum touristic quality is a requisite for transformation of Madenköy into a touristic accommodation center. The infrastructural inadequacies of the settlement shall be eliminated and the roads, which partially consist of earth shall be covered with stone. The narrow village road shall be widened for easy access of the busses to the village, and parking areas shall be constructed for buses and cars. The houses shall be provided with infrastructure for vehicle access to the extent allowed by the inclination of the land, pedestrian roads shall be supported with stairs and ramps with dimensions suitable for handicapped people. The guesthouses to be constructed in Madenköy through repairs and modifications in accordance with the functionalities that enable accommodation of the tourists, will be the most suitable and economical investment type in terms of evaluation and especially protection of existing structural potential, implementation of accommodation in existing buildings will not give rise to environmental problems such as concretation and land consumption.

## **CONCLUSION**

Madenköy constitutes an important potential for ecotourism with its natural assets such as mountains, forests, lakes, streams, as well as its topographical structure varying between 1705 and 3524 m (Medetsiz Hill), its diverse flora and fauna embodying several animal and plant species, interesting geological formations, traditional products and handicrafts, local architecture and historical richness. Through implementation of the proposed arrangements, following contributions can be made in terms of socio-cultural, economical and environmental aspects of the location:

- It can easily adapt to other types of tourism, provide four season alternatives to the tourists arriving to Capadocia and thermal spa's in the regions and to prospective tourists likely to arrive to the Golfing facilities in Mersin Kazanlı region. This may create a positive effect for each sides.
- It can play an active role in expansion of the tourism market through creating demand by different tourist groups having awareness.
- New job opportunities likely to increase the life standards of the community can be established through development of tourism, such as organic food production, souvenir handcrafting, etc for local workforce, guesthouse, café, restaurant management, mountain and winter sports equipment, tool, cloth renting, sales, maintenance and repair, wildlife hunting guidance, etc for entrepreneur women and young population, and gardening, cleaning jobs, purchasing and storage jobs fo people without high level skills, thus migration to urban areas can be reduced.
- An ‘Settlement Plan for Preservation Purpose’ shall be prepared so as to comply with the original texture and control the settlement load, maintain the existing structure and integrity of the buildings in re-functionalizing, establishment of construction principles

for the materials used in repairs and new constructions, construction of the roads as well as the newly built village settlements or the settlements near the village without impairing the original texture of the location and in a complementing manner. For preservation of natural environment and protection of socio-cultural structure, preparation of "Rural tourism management and development plan" and continuous supervision of the "Carrying Capacity" of the region is required for sustaining the ecological environment.

- Diversification of the rural economy will be possible only if the local community correctly uses the opportunities determined in SWOT analysis and integrates the tourism with the local economy in the right manner, which in turn will be an important factor in alleviation of poverty and rural migration. Initially temporary and afterwards permanent and revenue generating business opportunities will be provided especially for women and young generation.
- For sustainability of "Rural Tourism" which is based on protection and promotion of everything it embodies, capable of reversing the migration of rural communities through a small scale investment and socio-economical welfare, firstly the "Natural and cultural heritage", "Socio-cultural structure of the location" and its "Biodiversity" should be preserved with a sense of ownership.

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